

Message Text

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62

ACTION EB-11

INFO OCT-01 EUR-25 ISO-00 CCO-00 CIAE-00 OTPE-00 FCC-03

INR-10 NSAE-00 OC-06 RSC-01 COME-00 H-03 L-03 PA-04

USIA-15 PRS-01 SS-20 DRC-01 /104 W

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FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC 3200

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POUCHED INFO ALL CONSULATES GENERAL IN CANADA

E.O. 11652: N/A

TAGS: ETEL, CA

SUBJECT: TELECOMMUNICATIONS: CATV - DELECTION/

SUBSTITUTION OF COMMERCIALS--REVIEW OF CRTC CASES

REF: NELSON-O'CONNOR TELECON APRIL 5

BEGIN SUMMARY. THIS TELEGRAM REVIEWS VARIOUS CASES
DECIDED BY AND PENDING BEFORE CANADIAN RADIO-TELEVISION
COMMISSION (CRTC) IMPLEMENTING 1971 POLICY RE ELETION/
SUBSTITUTION OF COMMERCIALS FROM US STATIONS ON
CANADIAN CATV. CRTC SOURCE ADVISED THAT ONLY IN
CALGARY IS POLICY BEING FULLY IMPLEMENTED ON REGULAR
BASIS, ALTHOUGH IT IS BEING VOLUNTARILY EFFECTED IN
TORONTO. ESSENCE OF APPROACH DOES NOT INVOLVE
ELIMINATION OF ALL COMMERCIALS, ONLY A SUFFICIENT
NUMBER CHOSEN ON RANDOM BASIS TO INSURE UNCERTAINTY
ON PART OF ADVERTISER AS TO WHETHER HIS MESSAGE IS
GETTING ACROSS. SUBSTITUTION DOES NOT HAVE TO BE WITH
REPLACEMENT COMMERCIALS BUT WITH ANY MATERIAL HARMONIOUS
TO THE VIEWER. END SUMMARY

1. IN VIEW POSSIBLE CONGRESSIONAL HEARINGS APRIL 25 ON

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CRTC DELETION/SUBSTITUTION OF COMMERCIALS POLICY, TCO

UNDERTOOK APRIL 11 REVIEW OF CASES SUBSEQUENT TO 1971 POLICY STATEMENT (SEE OTTAWA A-494, JULY 26, 1971) WITH N.W. HARVISON, MANAGER, CABLE TELEVISION DEVELOPMENT DIVISION, CRTC. (COPIES OF ALL RELEVANT DECISIONS IDENTIFIED BY HARVISON SENT AIR MAIL ON APRIL 11 TO STATE, TD FOR NELSON AND BLACK).

2. DEPARTMENT WILL RECALL THAT 1971 POLICY STATEMENT ENUNCIATED A GENERAL EXPECTATION FOR THE FUTURE. IT DID NOT LAY DOWN A SELF-EXECUTING PRINCIPLE, BUT ONE WHICH WOULD BE EFFECTED THROUGH DECISIONS ON APPLICATION FOR NEW, RENEWED OR AMENDED LICENSES. INDEED, ITS MOST LITERAL WORDING SIMPLY RESCINDS THE PREVIOUS NO-ALTERNATION-OF-BROADCAST-SIGNALS RULE AND PERMITS DELETION OF FOREIGN COMMERCIALS. HOWEVER, IT ALSO DESCRIBES THIS AS A POLICY (P. 14) AND VARIOUS CASE DECISION HAVE REFERRED TO THIS POLICY. TO DATE THERE HAVE BEEN SEVEN OCCASIONS (SEVERAL INVOLVING MORE THAN ONE APPLICATION) IN WHICH CRTC HAS REQUIRED DELETION/SUBSTITUTION AS A CONDITION FOR GRANTING OR AMENDING A CATV LICENSE. AMENDMENTS HAVE GENERALLY INVOLVED REQUESTS TO EXTEND SERVICE BY ENLARGING GEOGRAPHIC AREA, ADDING NEW CHANNEL, OR IMPROVING TECHNICAL ASPECTS (E.G., UTILIZATION OF MICROWAVE LINKS). ACCORDING TO HARVISON, POLICY HAS NOT YET BEEN APPLIED AS A CONDITION FOR STRAIGHT RENEWAL OF AN EXISTING CATV LICENSE WHERE NO CHANGES IN NATURE OF SERVICE HAVE BEEN SOUTHT.

3. OF THESE SEVEN OCCAISIONS, HARVISON MAINTAINED, ONLY IN CALGARY (72-364) HAS A SITUATION DEVELOPED IN WHICH CRTC POLICY IS BEING FULLY IMPLEMENTED IN PRACTICE; THAT IS, COMMERCIALS ARE BEING REGULARLY DELETED AND OTHER MATERIAL BEING SUBSTITUTED. IN OTHER AREAS THIS REQUIREMENT HAS BEEN IMPOSED AS A CONDITION BUT HAS NOT YET BEEN EFFECTED IN PRACTICE. IN THOSE CASES, EITHER THE NEW CATV OPERATION HAS NOT COMMENCED OR THE APPLICANT HAS NOT YET ELECTED TO EXPAND HIS SERVICE AS AUTHORIZED SUBJECT TO THE CONDITIONS IMPOSED. THESE LATTER INCLUDE NOVA SCOTIA/ NEW BRUNSWICK (73-395), MONTREAL ISLAND (73-396), ALBERTA (EDMONTON ET AL., 74-28), EDMONTON (74-29), VERNON, LIMITED OFFICIAL USE

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B.C. (74-34), AND KMALOOPS, B.C. (74-35).

4. PENDING CASES INVOLVE WINNIPEG AND TORONTO. WINNIPEG INTERIM DECISION (74-30, SEE OTTAWA 670) DEFERRED CRITICAL ASPECTS OF APPLICATIONS, RELATING PRIMARILY UTILIZATION OF MICROWAVE RELAYS, PENDING MORE THOROUGH EXAMINATION AT NEW HEARINGS ON MAY 14 WHEN BASIC DELETION POLICY CONSIDERATIONS MAY ALSO BE RAISED. TORONTO PENDING

APPLICATION INVOLVES VOLUNTARY REQUEST FOR AUTHORIZATION
TO DELETE/SUBSTITUTE BY ROGERS CABLE TV WHOSE SYSTEMS
INVOLVE APPROXIMATELY 30 PERCENT OF TV SETS CONNECTED
TO CABLE IN ORONTO AREA. ROGERS IS ALREADY DELETING --
ON A VOLUNTARY BASIS -- AND SUBSTITUTING ANNOUNCEMENTS
PROMOTING ITS OWN OTHER SERVICES, A PRACTICE FOR WHICH
IT IS FORMALLY SEEKING AUTHORIZATION. MOTIVATIONS OF
ROGERS, ACCORDING HARVISON, ARE TO PROVE TECHNICAL
FEASIBILITY OF DELETION/SUBSTITUTION ON ASSUMPTION IT
WILL BE NORMAL SITUATION IN FUTURE AS WELL AS TO DEVELOP
GOODWILL WITH LOCAL BROADCASTERS. DELETION/SUBSTITUTION
ALSO PROVIDES HIM WITH OPPORTUNITY PROMOTE HIS EXTRA
SERVICE WHICH REQUIRES A \$2.50 RENTAL FOR A CONVERTER
AND WILL EXPAND NUMBER OF CHANNELS AVAILABLE TO VIEWER.

5. KEY ELEMENT IN IMPLEMENTING POLICY INVOLVES REACH
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: ADVERTISING, POLICIES, CABLE TELEVISION, TELEVISION BROADCASTING, LICENSES
Control Number: n/a
Copy: SINGLE
Draft Date: 17 APR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: garlanwa
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974OTTAWA01081
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740089-0248
From: OTTAWA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740436/aaaabgkl.tel
Line Count: 126
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Review Withdrawn Fields: n/a
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